

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

20th YEAR • A WEEKLY PUBLICATION

File

Week of March 14, 1960

january

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 11, 1960</u>			
Thursday March 10 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 10 12:00 Noon Luncheon	PRESS PREVIEW: PARIS- ITALIAN ORIGINALS Alexander's will preview their collection of Paris and Italian originals to the press. (Release date, Monday, March 7). By invitation. Publicity: Roberta Davis, CY. 8-2000.	ALEXANDER'S	HOTEL PLAZA STATE SUITE
Thursday March 10 12:30 P.M. Luncheon	IMPORT COLLECTION DURING LUNCHEON Stern's will present their Import collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Publicity for Stern's: Mildred Collins, LO. 5-7960, Ext. 322. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STERN'S	HOTEL PLAZA TERRACE ROOM
Thursday March 10 4:00 P.M. Cocktails	FRENCH AND ITALIAN KNIT COLLECTION Press preview of the Korrigan Lesur Fall and Winter knit collection, with Italian designs by Avagolf of Milan. Presentation by Ghislaine de Kermaingant, Paris Fashion Director. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	KORRIGAN LESUR CORP. (70 WEST 40TH STREET)	HAMPSHIRE HOUSE THE COTTAGE
Friday March 11 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon with report by Jessica Daves, "Vogue" Magazine. Co-chmn: Babs Simpson and Helen Cutler. Prices: Breakfast--\$6.00 (members), \$10.00 (guests); Luncheon--\$8.00 (members), \$15.00 (guests). One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday March 11 4:30 P.M. Cocktails	SPRING FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--initial showing to the press, following Palm Beach and Paris opening of Livia Sylva's Spring collection. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	LIVIA SYLVA (22 EAST 67TH STREET)	SAVOY-HILTON HOTEL THE COLUMNS

WEEK BEGINNING MONDAY, MARCH 14, 1960

March 14	SAKS FIFTH AVENUE IMPORT RELEASE DATE--Monday, March 14 (No show).		
Monday March 14- March 16	ANNUAL BEAUTY SHOW Theme: "The Loved Look."	INTERNATIONAL BEAUTY SHOW For trade only.	STATLER-HILTON HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 14 9:30 A.M. Coffee	PRESS PREVIEW: IMPORT COUTURE COPIES Ohrbach's press preview of Paris and Italian Spring couture copies of coats, suits and dresses. By invitation. <u>Customer shows in N.Y., Thurs., March 17, at 1:00 P.M., 5th floor. In Newark, Mon., March 21 at 12:45 P.M., 2nd floor.</u> Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Monday March 14 12:30 P.M. Luncheon	SPRING CUSTOM FASHIONS DURING LUNCHEON Martier-Raymond will present their Spring custom-made collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HOTEL PLAZA PERSIAN ROOM
Tuesday March 15 10:00 A.M. Coffee	PRESS PREVIEW: SPRING SHOE COLLECTION Arnold Constable will present their Spring shoe collection to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	SHOE SALON STREET FLOOR
Tuesday March 15 12:00 Noon Luncheon	LUNCHEON FASHION SHOW FOR ISRAEL BONDS Sponsored by Women's Division of State of Israel Bonds, showing of fashions in Israeli fabrics by leading American and Israel designers. Admission by purchase of Israel bonds. Contact: Harold Ribalow, OR. 7-9650.	STATE OF ISRAEL BONDS	HOTEL PIERRE BALLROOM
Tuesday March 15 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Elizabeth Arden's exclusive ready-to-wear and custom originals. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday March 15 3:30 P.M.- 6:00 P.M.	EXHIBIT: 1960 FASHIONS IN FLOORING Rubber and Vinyl Flooring Council--1960 fashions in flooring with more than 1100 colors and patterns in rubber and solid vinyl will be displayed in a complete exhibit. By invitation. Publicity: Ruth Millard Assoc., MU. 7-2996.	RUBBER MANUFACTURERS ASSOC., (444 MADISON)	HOTEL PLAZA CRYSTAL ROOM
Wednesday March 16 9:00 A.M.- 10:30 A.M.	"NEW DIMENSIONS IN PORCELAIN ENAMEL" "New Dimensions in Porcelain Enamel"--press breakfast to introduce new Panorama. By invitation. Publicity: Charlotte Byrum, MU. 8-5200.	NATIONAL DESIGN CENTER	415 EAST 53RD STREET
Wednesday March 16 9:00 A.M. Breakfast	VIGNETTES AND CHILDREN'S FASHIONS "Small Worlds"--Spring and Summer fashions shown in special vignette settings featuring Fiberglas fabrics. By invitation. Publicity: Fiberglass--Ruth Sunley, PL. 9-3810, Ext. 231; Bendel--Ruth Hammer Associates, EL. 5-7872.	FIBERGLAS; HENRI BENDEL	717 FIFTH AVENUE FIBERGLAS CENTER
March 17	ST. PATRICK'S DAY (Thursday)		
Friday March 18 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday March 19 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCH The members of the New York Fashion Designers will aid and stage a fashion show during luncheon, for the Tenth Anniversary Fete of the Astraea Junior Guild for benefit of St. Joseph's School for the Blind. Contact: Frances Duehren, WI. 7-0324.	NEW YORK FASHION DESIGNERS (1457 B'WAY)	HOTEL PLAZA TERRACE ROOM
Saturday March 19 2:30 P.M.	SPRING FASHIONS IN DAN RIVER COTTONS "Teen Musical Party"--sponsored by N. Y. City Dept. of Commerce and Public Events and featuring popular, jazz and classical music. Showing of Spring ready-to-wear fashions in Dan River cottons. Contact: Dept. of Commerce, Margo Gayle, TE. 8-1800; Dan River--Hilda Sherey or Nancy Hawes, BR. 9-7800; Dan River Publ: Terry Mayer at Amos Parrish, LO.4-5600.	DEPT. OF COMMERCE AND PUBLIC EVENTS	TOWN HALL 113 WEST 43RD STREET
Sunday March 20- March 23	TENTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors, syndicate writers, and television fashion program directors are invited to see Summer showings of apparel manufactured by members of the Dallas Fashion Manufacturers Association. March 21: <u>Sportswear showings</u> --Ike Clark, Julie Clark, Donovan-Galvani, Jo Juniors, Parkland, Lorch, McCarthy, McKell, Stanlea, Dallas Sportswear, Jo Hardin-Sunny South-Munves. March 22: <u>Dress Showings</u> --Brogan-Jennings, Brooks Uniform, Charles Dickey, Kohen-Ligon-Folz, Leighton, Marcy Lee, Herman Marcus, Miller-Cupaioli, Tranell, Clifton Wilhite. March 23: <u>Children's Wear</u> --Green Bros., Johnston Inc., Tedda Togs, Ltd., Westway. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Petroleum Building, Dallas, Texas.	DALLAS FASHION MANUFACTURERS CENTER	HOTEL SHERATON DALLAS, TEXAS
Beginning Tuesday March 22 8:30 A.M.	RETAILERS PREVIEW OF FALL 1960 Preview for retailers and buying offices of early Fall garments designed in Milliken fabrics, yarns and processes for infants, children, teens, misses and women's sportswear, dresses, suits and coats; also Milliken's Explorer Color Story...March 22, 23 and April 7 at 8:30 A.M. (show 9:00); April 6 at 3:30 P.M. (show at 4:00). Refreshments will be served. <u>Admission by ticket only.</u> Contact: Julie C. Buddy, OX. 5-1200.	DEERING MILLIKEN & CO.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday March 22 10:00 A.M. Coffee	PRESS PREVIEW OF FALL MILLINERY Press preview of Arnold Constable's Spring millinery collection. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR FASHION OFFICE
Wednesday March 23 12:30 P.M. Luncheon	DESIGNER FASHIONS DURING LUNCHEON Spring collection of designer fashions by Else Fritz. Furs by Fredrica. Press by invitation. Public by reservation: "Banquet Dept." PL. 9-3000. Contact: Kitty Kraus, PL. 9-0111 or EL. 5-9371. Plaza Fashion Show Director: Mary Alice Rice, CI. 6-1790.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PLAZA PERSIAN ROOM
Tuesday March 29 3:30 P.M. Champagne	PRESS PREVIEW OF KNITTED FASHIONS Preview of knitted costumes, suits and dresses, made in Israel. <u>Showing at 4:00 P.M.</u> By invitation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	AAED ORIGINALS LTD. (1410 B'WAY)	ISRAELI CONSULATE 11 EAST 70TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 29 4:00 P.M. Cocktails	PRESS PREVIEW FOR BEAUTY EDITORS Tussy Cosmetics will preview "Fall Highlights" for members of the beauty press. By invitation. Publicity: Margaret Lucha at Young & Rubicam, MU. 9-5000.	TUSSY COSMETICS	DRAKE HOTEL (440 PARK AVE.) DEVON ROOM
Wednesday March 30 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Spring and Summer couture fashions by Tony Raphael; furs by Femina. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	TONY RAPHAEL; FEMINA FURS	HOTEL PIERRE ROOF GARDEN
Wednesday March 30 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRSTYLES Showing of "Hairstyles From Around The World" created by Arden Salons here and abroad. By invitation. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION FLOOR - 2ND FL.
Thursday March 31 4:30 P.M. Cocktails	TRADE SHOWING OF FASHIONS IN ZANTREL Hartford Fibres Company presents fashions in Zantrel--news in the trade; news for the trade. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	ZANTREL- A DIVISION OF HARTFORD FIBRES	500 CLUB 500 SEVENTH AVENUE
Thursday March 31 5:00 P.M.- 7:00 P.M.	FABRICS EXHIBIT AND FASHION SHOW "Two Worlds Of Silk"--American Summer fashions in silk and costumes by Japanese designers. By invitation. (This will coincide with the silk exhibit opening at the Museum on March 30). Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION-U.S.A.	MET. MUSEUM OF ART RESTAURANT
Beginning Monday April 4	OPENING: TRANS- SEASON COLLECTION Mr. Gee's Trans-Season sportswear and dress collection, designed by Melba Hobson. Continuous daily showings. Contact: WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday April 5 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 6- April 7 1:00 P.M.	PREVIEW: EARLY FALL JUNIOR DRESS COLLECTION The Guy D. Early Fall junior dress collection, designed by Anthony L. Muto, will be presented April 6 and 7 at 1:00 P.M. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 6- April 7 2:00 P.M.	ADVANCE FALL JUNIOR COLLECTION Mam'selle will preview their early Fall collection on April 6 and 7. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday April 7 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SWEATER COLLECTION Preview of Olympic's Fall collection to the press and buyers. Showing at 1:15 P.M. By invitation. Contact: Phyllis Youngheart, PL. 1-0752.	OLYMPIC KNITWEAR INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 10	HOLY WEEK (<u>April 10 - April 16</u>)		
April 11	PASSOVER--begins Monday, at Sundown. (<u>April 11 - April 19</u>).		
Tuesday April 12 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Showing of Fall fabrics. Burnett. (Prices and more details later).	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) Co-chmn: Margaret Markley and Conoldine	HOTEL ASTOR BALLROOM Contact: CI. 7-3940.
April 15	GOOD FRIDAY		
Saturday April 16- April 24	FOURTH EDITION OF AUTOMOBILE SHOW Showing of domestic and foreign cars, ranging in price from \$1000 to \$27,000. Included will be "assemble-it-yourself" cars from Great Britain; a new dream car from France, controlled by electronic brain; and the newest American compact cars. Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children 75¢. Publicity: Ruder & Finn, PL. 9-1800.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 17	EASTER SUNDAY		
Tuesday April 19 9:00 A.M. Breakfast	PAN AMERICAN WEEK FASHION SHOW Celebration of Pan American Week--preview of American couture Summer fashions in Latin-American-inspired Everfast fabrics; also a few Latin-American costumes. By invitation. Contact: Dept. of Commerce, Vivian Sabin, TE. 8-1800; Everfast Publicity: Terry Mayer at Amos Parrish, LO. 4-5600.	EVERFAST; N.Y.C. DEPT. OF COMMERCE 30 ROCKEFELLER PLAZA	RAINBOW ROOM
Wednesday April 20 9:30 P.M. Supper	GALA EVENING-- BRITISH FASHION SHOW British fashion show presented by the Fashion Group, followed by supper. Price: \$20.00 per person. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 21 4:00 P.M. Cocktails	PREVIEW: FALL SPORTS- WEAR COLLECTION White Stag will present their Fall and Winter sportswear collection to the press and buying offices. Showing at 4:30 P.M. promptly. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Tuesday April 26 8:00 P.M. Dinner- Dance	NINTH ANNUAL "APRIL IN PARIS" BALL "Un Bal Masque a l'Opera de Paris"--gala dinner-dance for the benefit of the French Hospital and the American-French Foundation Charities. Showing of fashions by leading Paris couturiers--Jean Desses, Christian Dior, Jacques Heim, Guy Laroche, Lanvin-Castillo, Nina Ricci; millinery by Parisian designers. Reservations--\$150.00 (including dancing until dawn followed by champagne breakfast). Contact: Peggy LeBoutillier for C.C. Philippe, 33 East 48th Street, PL. 3-5400.	AIR FRANCE; CARTIER; COTY	HOTEL ASTOR GRAND BALLROOM
Wednesday April 27 9:00 A.M.	PRESS PREVIEW OF FALL SHIRTS John Weitz will present his Fall collection of shirts for the Stratford Shirt Co. By reservation. Contact: Miss Read, BR. 9-9586.	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 3 10:30 A.M.	PRESS PREVIEW OF BEACH HATS William J will present his collection of beach hats to the press and buyers. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON
Wednesday May 4 9:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION "Prima Colazione"--press preview of the Fall shoe collection, designed by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37 Street, MU. 9-8542.	FIORENTINA SHOES, INC.	789 MADISON AVENUE AT 67TH STREET
Wednesday May 4- May 14	FOURTH ANNUAL WORLD TRADE FAIR More than 3000 exhibits, with products and raw materials from 65 countries; also women's fashions. <u>Press preview, Tues., May 3.</u> Tickets: \$1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday May 8	MOTHER'S DAY. Theme: "She Deserves The Best". Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		

OPENING OF FALL COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUP

Beginning	Larry Aldrich Inc.....	530 7th	(12 Fl.).....	CH.	4-1872
Monday	Harvey Berin Ltd.....	530 7th	(7 Fl.).....	PE.	6-0206
May 16	Branell.....	530 7th	(27 Fl.).....	PE.	6-6983
	Oleg Cassini Inc.....	498 7th	(11 Fl.).....	LO.	5-6453
	Jane Derby Inc.....	550 7th	(23 Fl.).....	LA.	4-9350
	Christian Dior, New York....	498 7th	(17 Fl.).....	LO.	4-9220
	Estevez Inc.....	550 7th	(4 Fl.).....	LO.	4-6337
	Anne Fogarty.....	530 7th	(6 Fl.).....	WI.	7-5335
	David E. Gottlieb-Gothe.....	530 7th	(4 Fl.).....	LO.	5-2727
	Grenelle-Roberts.....	550 7th	(18 Fl.).....	LO.	4-5820
	Junior Sophisticates.....	498 7th	(4 Fl.).....	LO.	4-0462
	Nat Kaplan Inc.....	498 7th	(21 Fl.).....	LO.	5-4115
	Paul Parnes Corp.....	498 7th	(10 Fl.).....	CH.	4-4600
	Ben Reig Inc.....	498 7th	(23 Fl.).....	CH.	4-1542
	Maurice Rentner Ltd.....	498 7th	(16 Fl.).....	LA.	4-6968
	Rudolf Gowns Inc.....	530 7th	(12 Fl.).....	WI.	7-6865
	Herbert Sondheim Inc.....	530 7th	(20 Fl.).....	LA.	4-7540
	Townley Inc.....	550 7th	(2 Fl.).....	LO.	4-2155
	Trigere Inc.....	550 7th	(16 Fl.).....	LO.	3-1600
	Hannah Troy Inc.....	530 7th	(2 Fl.).....	LO.	3-0988
	Samuel Winston Inc.....	530 7th	(11 Fl.).....	CH.	4-2617
	<u>COAT COUTURE GROUP MEMBERS--Beginning Monday, May 23</u>				
	Davidow.....	550 7th	(21 Fl.).....	PE.	6-6909
	Harry Frechtel.....	205 W. 39	(4 Fl.).....	PE.	6-1310
	Ben Gershel & Co.....	512 7th	(37 Fl.).....	LA.	4-2544
	Marquise Coat & Suit.....	512 7th	(35 Fl.).....	BR.	9-5794
	Monte-Sano & Pruzan Ltd.....	21 W. 46	(8 Fl.).....	JU.	2-2317
	Originala.....	512 7th	(43 Fl.).....	BR.	9-8988
	<u>OTHER COUTURE GROUP MEMBERS (Dates Not Set)</u>				
	Edward Abbott.....	530 7th	(10 Fl.).....	LA.	4-8490
	Ceil Chapman.....	530 7th	(2 Fl.).....	LA.	4-5800
	Adele Simpson Inc.....	530 7th	(23 Fl.).....	LA.	4-7626
	Parnis-Livingston Inc.....	530 7th	(18 Fl.).....	BR.	9-5014
	Pattullo-Jo Copeland.....	498 7th	(14 Fl.).....	LO.	3-5650.

MUSIC...MOVIES...THEATRE...OPERA

- Monday
March 14 PREMIERE: TWO MOVIES 55TH ST. PLAYHOUSE, 154 WEST 55TH STREET
Columbia will present a two-week engagement of DEATH OF A SALESMAN, based on the Arthur Miller play, starring Fredric March, with Mildred Dunnock, Kevin McCarthy, Cameron Mitchell, Howard Smith. Director: Leslo Benedek. THE FOUR POSTER, based on the Jan de Hartog play, co-starring Rex Harrison, Lilli Palmer. Director: Irving Reis. Producer: Stanley Kramer. Publicity: Hortense Schorr, PL. 1-4400.
- Monday
March 14 TWENTY-FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39th ST.
Mon., March 14: Verdi's LA TRAVIATA. Tues., March 15: Verdi's SIMON BOCCANEGRA. Wed., March 16: Beethoven's FIDELIO. Thurs., March 17: Strauss' DER ROSENKAVALIER. Fri., March 18: Giordano's ANDREA CHENIER. Sat., Mat., March 19: Puccini's TOSCA. Sat., Eve., March 19: Wagner's DER FLIEGENDE HOLLAENDER. Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
March 16 OPENING: "ONE MORE RIVER" AMBASSADOR THEATRE, 215 WEST 49TH STREET
Mary K. Frank, by arrangement with Laurence Olivier, will present Lloyd Nolan, Alfred Ryder, co-starring with Harry Guardino, in a melodrama of the sea, by Beverley Cross. Director: Windsor Lewis. Costumes: Anna Hill Johnstone. Publicity: Goodman-Washer, BR. 9-4985.
- Thursday
March 17 OPENING: "DEAR LIAR" BILLY ROSE THEATRE, 41ST STREET WEST OF B'WAY
Katharine Cornell and Brian Aherne will co-star in the two-character comedy of letters between George Bernard Shaw and Mrs. Patrick Campbell, adapted by Jerome Kilty, presented by Guthrie McClintic in association with S. Hurok. Director: Jerome Kilty. Costume: Cecil Beaton. Publicity: Martin Feinstein, CI. 5-0500.
- Wednesday
March 23 OPENING: "GAY DIVORCE" CHERRY LANE THEATRE, 38 COMMERCE STREET
Noel Behn and The New Princess Company will present the Cole Porter musical of the 30's, starring Joan Holloway, Judy Johnson, Evelyn Page with Army Freeman and Emory Bass. Director: Gus Schirmer, Jr. Costumes: Ann Roth. Publicity: Sol Jacobson, CH. 4-1482.
- Thursday
March 24 OPENING: "JEANNETTE" MAIDMAN PLAYHOUSE, 416 WEST 42ND STREET
Myron Weinberg will present the American premiere of Jean Anouilh's play, with Sorrell Booke, Patricia Bosworth, Juleen Compton, Geoffrey Horne, Joan Croyden, Paul Stevens. Director: Harold Clurman. Costumes and Sets: Paul Morrison. Publicity: Max Eisen, OX. 5-1864.
- Thursday
March 31-
May 15 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH STREET
Ringling Bros. Barnum & Bailey Circus will present matinee and evening performances for six weeks. Publicity: William Fields, PL. 3-7500.
- Wednesday
April 6 OPENING: "VIVA MADISON AVE." LONGACRE THEATRE, 220 WEST 48TH STREET
Selma Tamber and Martin H. Poll will present the comedy by George Panetta, based on his novel of the same name, starring Buddy Hackett, Fred Clark, Martin Balsam. Director: Ira Cirker. Costumes: Frank Thompson. Publicity: Dorothy Ross, PL. 7-0640.
- Wednesday
April 13 OPENING: "THE OTHER ONE" EUGENE O'NEILL THEATRE, 49TH ST. WEST OF B'WAY.
Co-starring Jean Pierre Aumont, Shirley Booth with Cathleen Nesbitt, Majorie Steele, the Leonard Stillman presentation of the play based on Collette's La Seconde. Director: Raymond Gerome. Publicity: Betty Lee Hunt, EN. 9-7472.

1961

JANUARY

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